

# Snackers rediscover applesauce

When you want an energy boost, what's best? Recent dire pronouncements on our poor dietary habits indicate that common high fat snacks like macho muffins, chewy bars (candy or granola) and rich dairy treats can and are paving a fast road to health problems for many of us.

Perhaps it's time to relearn the ABC's of one of granny's favorite sweet treats. In her time, "A" stood not only for apples but more importantly for "applesauce"...Because it was "C" - convenient, "D" - delicious and "E" - essential for many of her favorite recipes.

One of Canada's oldest food processors, Catelli believes that the time is ripe to reintroduce Canadians to the ABC's of modern applesauce. Capitalizing on its expertise in state-of-the-art aseptic processing and packaging, Catelli has come up with a space-age version of granny's favorite. The new snack called Applesnax is fresh and fast but NOT fat. It's fresh fruit that's aseptically processed and packaged in shelf-stable, single-serve packages in a matter of minutes.

Applesnax represents a new generation of fruit treats for consumers who demand quality and variety. Homestyle Applesnax is, as the name suggests, basic apple. But these portable snacks are also available in Apple Strawberry, Apple Raspberry, Apple Peach and Apple Tropical which includes pineapple, passion fruit and mango. Look for them in your grocer's dessert section. They are sold in multipaks of four individual 125 g servings. Consumers snap the cups apart and remove the peelable lids to enjoy this snack.

Aseptic packaging creates a portable, temperature-stable and convenient snack, but it also improves the quality of the saucy fruit treat, according to Francoise Emard, Catelli's manager of consumer services. With aseptic processing, the heating cycles are very brief and cooling is extremely rapid. "From fresh apples to cooled, packaged Applesnax takes only about 12 minutes," she said. "Shortening these processing cycles results in the freshest, best apple flavor possible."

Top quality fruit also makes a difference, according to Ms Emard. "Only freshly picked apples and those immediately taken from controlled atmosphere storage can deliver that uniquely sparkling apple flavor. Our processing facilities allow us to consistently capture this flavor at its peak," she said.

Catelli uses a special blend of Canadian grown apples to create Applesnax - Macintosh for flavor, North Spy for texture and Ida Red for color.

### "E" for effortless

This new handy version of applesauce can help create an effortless but impressive array of snacks, desserts and special dishes for your family.

- Start simple with brown bag lunches. Substitute one of the five flavors of Applesnax for that high fat treat. A carton of Applesnax has only 100 calories, only a trace of fat and more than three times the Vitamin C in a medium apple.

- If chilled spells delicious for your brown bagger, freeze Applesnax the night before. It will help keep the remainder of your lunch cool and safe. By lunch time it will be thawed, but still cool and refreshing.

- Make Fruity Frozen Pops by inserting a popsicle stick through the center lid of Applesnax; then freeze.

- A sorbet is another great no mess, no fuss treat. Just freeze Applesnax, remove from the container and whirl in your blender or food processor until slushy; serve immediately. For a richer dessert, freeze Applesnax as for sorbet, then process with 2 tablespoons sour cream or yogurt and a pinch of cinnamon. Sweeten to taste with sugar or honey; serve immediately.

- For applesauce fool, stir a car-

ton of Applesnax into 1/2 cup of whipped cream.

- Keep your guests guessing when you reveal the dessert will be Hot Orchard Igloo. Combine a pinch of cinnamon and or nutmeg with a carton of your favorite Applesnax in a microwaveable dish. Heat

just until steaming and serve over scoops of ice cream. For the more adventurous, season the sauce with pumpkin pie spice, anise or cardamom.

- For adult desserts, season icy cold Applesnax with a favorite liqueur or brandy. Rum also is a good partner. Serve in tall crystal glasses

and garnish with a twist of lemon, a mint leaf or a dollop of whipped topping.

### No leftovers

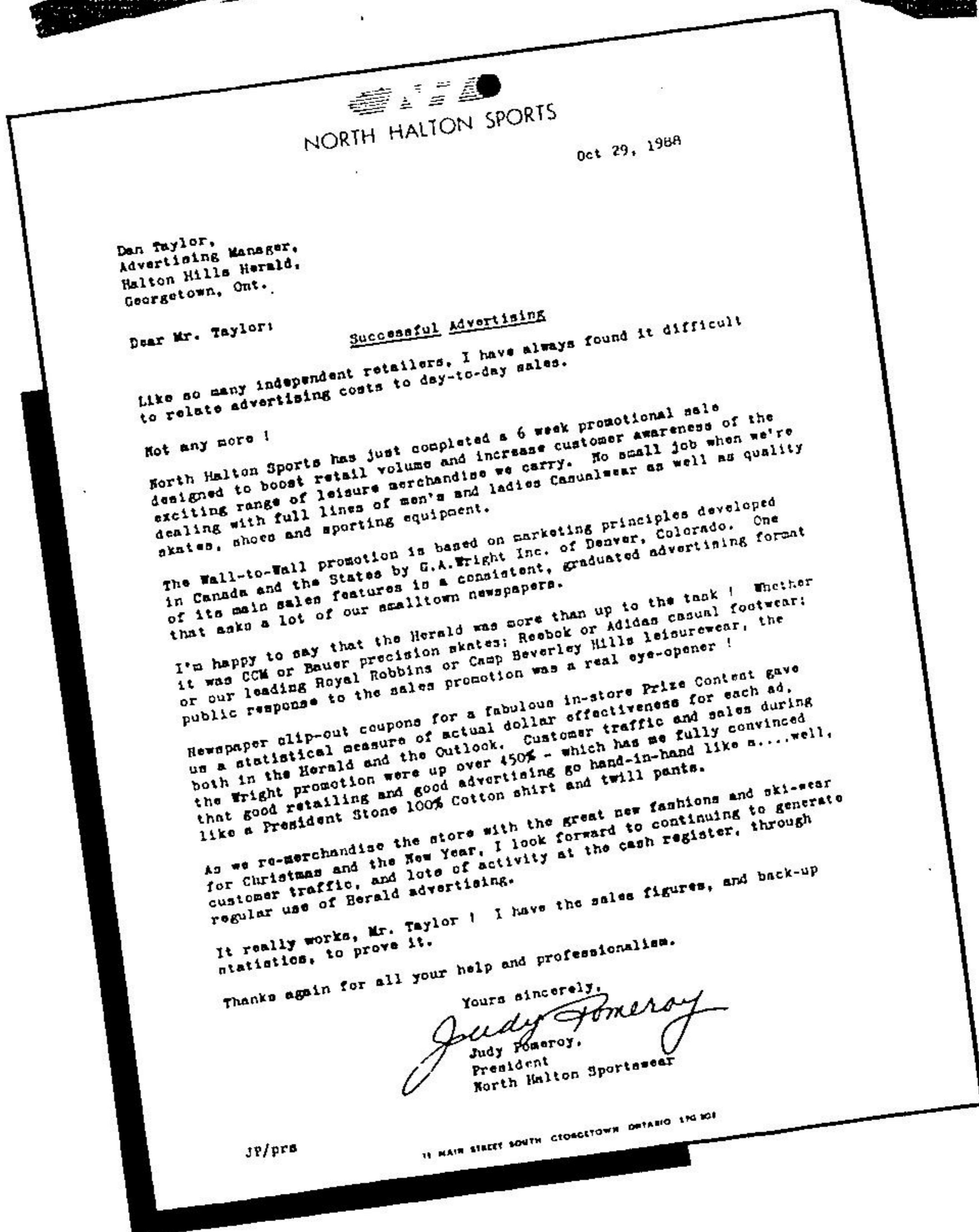
As an ingredient in cakes, cookies and muffins, this fruit sauce adds storage qualities as well as fine flavor and texture. It's also great

used sauces for meat and is, of course, a time-honoured accompaniment for pork. Each carton of Applesnax contains 1/2 cup of fruit sauce making it ideal for these small quantity but delicious uses. Portion-sized Applesnax adds flavor variety as well as eliminating leftovers.

- For barbecue sauce or oven glaze, combine ketchup or barbecue sauce with Applesnax and lemon juice.

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